

Application No. 10/754,872  
Response dated January 11, 2006  
Reply to Office Action of October 12, 2005

Docket No.: 08226/1202091-US1

### REMARKS

Claims 38-58 are pending in the present application. Also, Claims 1-37 were previously cancelled in a Preliminary Amendment. The Office Action dated October 12, 2005 (OA) has rejected Claims 38-58. None of the claims are amended in this response.

#### 35 USC 102 Rejections

Claims 38-45, 48, 49, 51-53, and 55-58 were rejected under 35 USC 102(b) as being anticipated by Speicher, US Patent No. 6,282,515. Applicants respectfully disagree that every element of every claim was disclosed by Speicher.

For example, with regard to independent Claim 38, the OA indicates that Speicher discloses the limitation of providing an interface that enables access to the personal advertisement. Specifically, the OA equates a browser with the claim term "interface." (OA, pg. 2, sec. 2.) The OA also indicates that Speicher discloses the limitation of employing the interface to submit additional content. However, Speicher does not contemplate the possibility of employing the same interface to both access the personal advertisement and submit additional content. On the contrary, Speicher teaches away from employing the same interface to submit the additional content. Speicher discloses recording audio, image, or video with a separate WAV file editor interface and submitting the files through yet another separate email interface. (See Speicher, col. 10, line 37 through col. 11, line 51. For each type of file, the user must identify the file with a five-digit mailbox number, and email the file to a predefined email address corresponding to the type of file. (Id., and Figure 6, element 1021.) Applicants' claims do not require such complexity, and employ the same interface for both accessing the personal advertisement and submitting video or audio content. Accordingly, the rejection of independent Claim 38 under 35 USC 102(b) should be withdrawn.

The OA indicates that independent Claims 52 and 58 are similar in scope as that of independent Claim 38, and are rejected for the same reasons. For the reasons above, the rejection of independent Claims 52 and 58 under 35 USC 102(b) should also be withdrawn. Additionally,

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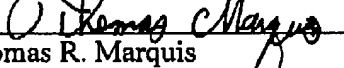


**CONCLUSION**

In view of the foregoing remarks, Applicants believe that this response has responded fully to the concerns expressed in the Office Action and that this response places each of the pending claims in condition for immediate allowance. Accordingly, the Examiner is respectfully requested to pass this application to issue. If, in the opinion of the Examiner, a telephone conference would expedite the prosecution of this application, the Examiner is invited to call the undersigned attorney at the telephone number listed below.

Dated: January 11, 2006

Respectfully submitted,

By   
Thomas R. Marquis  
Registration No.: 46,900  
DARBY & DARBY P.C.  
P.O. Box 5257  
New York, New York 10150-5257  
(206) 262-8900  
(212) 527-7701 (Fax)  
Attorneys/Agents For Applicant

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